

PLACER COUNTY FOOTHILL ORCHARDS ARE THINGS OF BEAUTY AS WELL AS OF PROFIT

# Placer County, California

## The Gateway County

It is from a car window that most of those who come to the Golden State for the first time get their initial glimpse of the enchanting wonders of California. Those who come over the Ogden Route of the Southern Pacific travel almost the entire length of Placer County and even from the car window they can not fail to get a fairly comprehensive impression of the almost unlimited resources and great diversity of conditions and industries that combine to make the gateway county one of the most important and productive commonwealths of California.

The visitor to Placer County, should, in viewing her charms, remember that the gateway county of California is rich in historical lore as well as in practically all of those splendid natural resources that man requires in his myriad tasks of industry.

History, particularly that of early California and Placer County, is intensely interesting, but modern man is more

concerned with building himself a home amid attractive and beautiful surroundings and where his labor will yield an abundant return. The earliest achievements of man in the West were largely centered in what is now Placer County, because the pioneers found here a country possessing every natural resource necessary for their requirements. A kindly climate, fertile soil, abundant water supply, splendid feed for their stock, lumber in abundance and a wide range of minerals are only some of the native and natural resources found in this territory.

### FRUIT, WEALTH AND CONTENTMENT

Fruit and wealth go hand in hand in Placer County. Not only are the orchards and vineyards that follow the slopes and crests of the rolling foothills beautifully fair to look upon, but they also represent a monetary wealth that runs into many millions of dollars. It is doubtful if any community, either





CONDITIONS SEEM MADE TO ORDER FOR BERRY GROWING

in California or elsewhere, has developed the deciduous fruit industry to the high standards that prevail throughout the fruit districts of Placer County. Orchards of peaches, pears, plums, cherries, figs and oranges, and vineyards of bright colored table grapes spread out into the distance and nod a princely welcome to the visitor. It is indeed a wonderful picture, framed in the dark greens and browns of the mountains which rise in the background, that one sees as he enters the fruit district from the north. No human hand has ever painted the rare beauty of the pink and white blossoms that extend for miles in every direction when the trees are in bloom. Only the handiwork of Nature can produce such a never-to-be-forgotten picture. And again in midsummer, when the trees are hanging low with a golden harvest of delicious fruit, the picture is repeated, but with the colors subdued and partly hidden by the green leaves of the trees.

But back of the rare beauty of the scene is the quite evident fact that those orchards and vineyards represent a source of almost untold wealth. The entire county breathes prosperity. Buildings are surrounded by shade and ornamental trees and green lawns. One cannot help but notice that the homes are "comfy" looking and freshly painted. There is a reason—fruit means wealth in Placer County.

Just think of one county shipping 5000 carloads of fresh fruit in a single season. But this occurs every year in Placer County. A carload holds 26,000 pounds, or 13 tons, and all

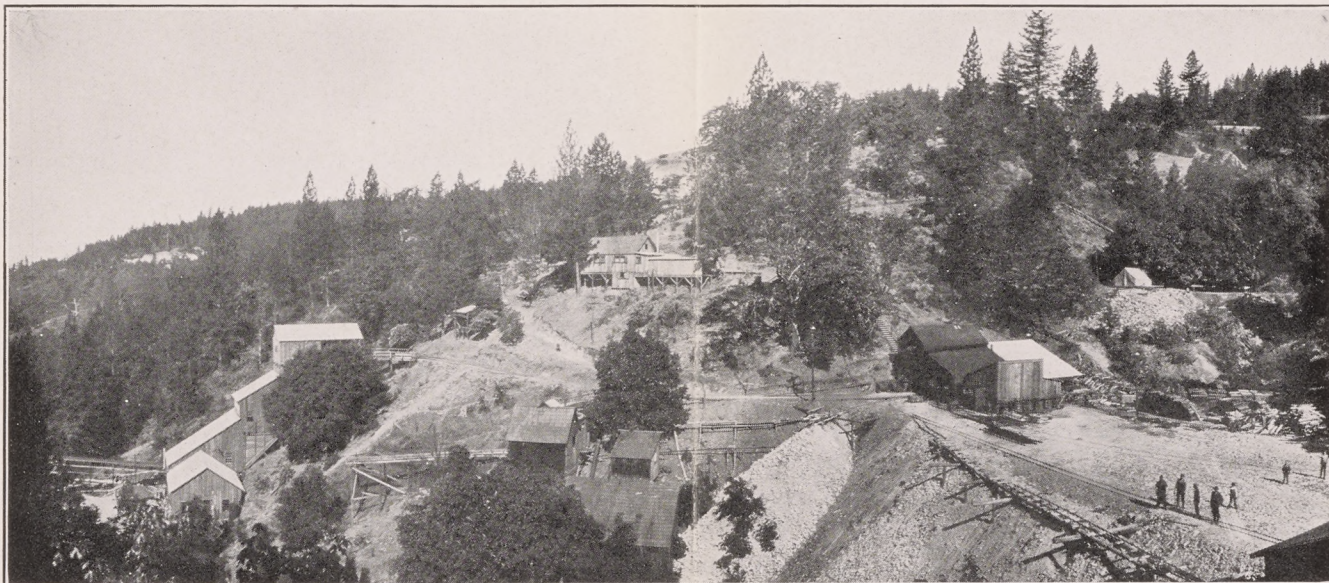
told there is about 5000 carloads of fresh fruit shipped yearly by Placer County growers to all markets, which makes in the neighborhood of 100 trainloads and represents a valuation of approximately \$6,000,000. If all of this fruit were combined into one trainload it would make a single train of fruit cars over fifty miles in length. And these figures do not take into account the great quantities of grain, hay, lumber and other products that greatly swell these totals.

These 5000 carloads are shipped from only ten points in Placer County, which shows that while the great fruit belt covers a territory extending from an elevation of 3500 feet in the mountains, down to the level plain of the Sacramento Valley, it is, nevertheless, well confined to the developed districts close to the railroad. Carload shipments are made each year as follows: Newcastle, 2000; Loomis, 1300; Penryn, 900; Auburn, 350; Roseville, 250; Folsom (Placer County fruit), 80; Colfax, 125; Lincoln, 50; Towle, Dutch Flat district, 50; Bowman, 30.

Newcastle has long held the record of being the largest single shipping point in the United States for fresh deciduous fruits. No other city or town handles so great a quantity of fresh fruit that is grown within a radius of only a few miles.

Then again, the superior quality of these foothill fruits is known and recognized the world over. If you would learn the names of these fruits just pick up a nursery catalogue and go through in alphabetical order the lists of deciduous and citrus





FOR SEVENTY YEARS MINING HAS BEEN AN IMPORTANT INDUSTRY. THIS SHOWS QUARTZ MINE AND MILL

fruits and then remember that you can find them all growing commercially in Placer County. The list includes almonds, apples, apricots, berries, cherries, figs, grapes, nectarines, olives, peaches, pears, persimmons, plums, quinces, oranges, lemons, pomelos and several others of lesser importance.

Splendid profits running into hundreds of dollars per acre each year have stimulated planting so that the annual production is increasing with every harvest. Thousands of acres of land of the same general character as that which produces these marvelous crops awaits development. There is room and an unlimited opportunity for all who come to Placer County.

#### YOU CAN PICK YOUR CLIMATE

Imagine the whole Atlantic Coast from Labrador to Tallahassee, or from Italy to Sweden, incorporated into one county, and the reader will have a very fair idea of the great territorial differences that are found in Placer County, exaggerated as to size but not as to the diversity of climate, elevation, soils and resources. In shape Placer County is long and narrow and extends eastward from within eighteen miles of Sacramento, the capital of California, across the floor of the magnificently fertile Sacramento Valley, up along the foothill district, which comprises the premier fruit belt of the Golden State, and over the summit of the Sierra Nevada Mountains, where peaks raise their heads 11,000 feet above sea level to the boundary line of Nevada.

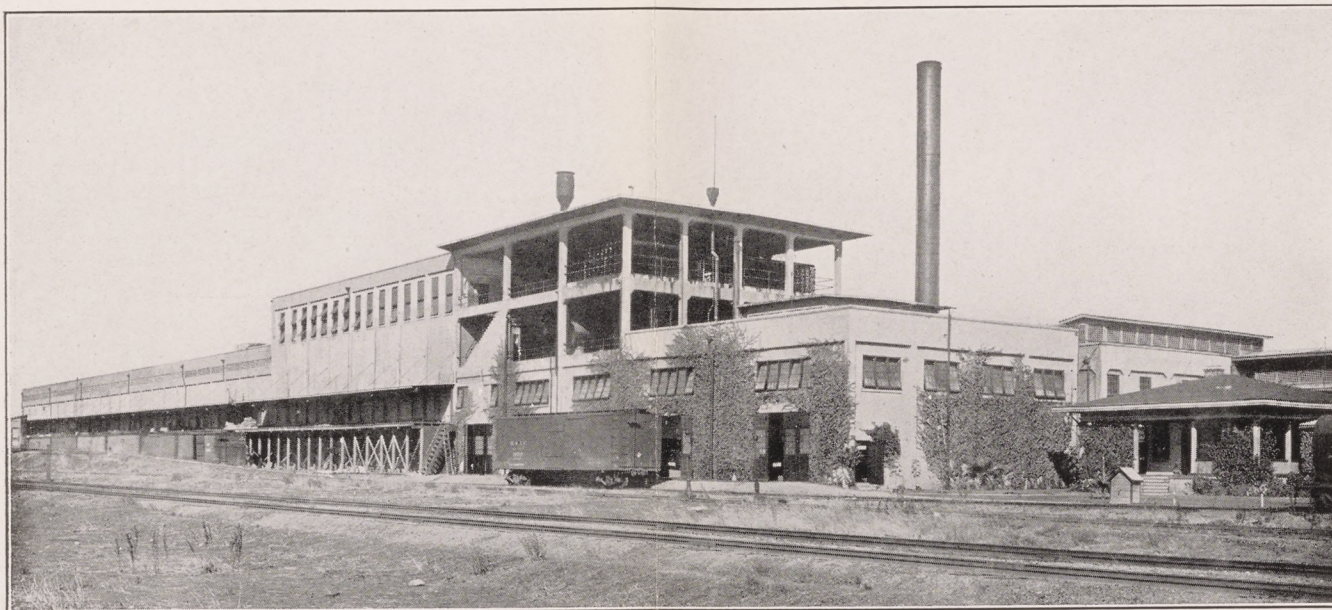
While its range of temperatures in both summer and winter is very great the fundamental characteristics of California's superior climate govern conditions in Placer County. Rainfall occurs during the winter months, which begin with showers in September or October and continues to April. By far the

greater part of the rains occur in January, February and March. On the lower valley lands the average winter rainfall is 23 inches, which increases as the higher elevations are reached. An average of the fruit and agricultural districts of the foothills is 35 inches per year. During the winter, snow falls down to the 2500-foot level, but lasts only a few days and is soon melted by the warm sunshine, which is an attractive feature of winter. Rains last for a few days, when the sun comes out again bright and warm and usually stays for two or three weeks or until another rain. In the agricultural sections of Placer County there is an average of about 75 rainy days out of each year, with the remaining 290 days almost entirely clear and pleasant. A feature that is particularly pleasing to the lovers of sunshine is found in the almost entire absence of fogs in the foothill and mountain districts. The winter is no nightmare of weeks of freezing temperatures and icy blasts.

Winter temperatures in the fruit sections of the valley and foothills seldom go below 27 degrees above zero in winter, and snow in these districts occurs once in every five or six years and lasts only a few hours. In summer the prevailing temperatures are from 80 to 90 degrees during the heat of the afternoon, with three or four days out of each year when the thermometer registers 100 or over. As one goes higher into the foothills and mountains the maximum temperatures decrease until the great summer playground region is reached. This diversity of climatic conditions is largely responsible for the variance in resources and products. Within the space of three hours the traveler may pick oranges in Western Placer County and play snowball at Summit.

The summers are practically without rain from April or May to September or October. It makes the harvesting of all field and tree crops a very simple and inexpensive operation.





MAMMOTH PLANT WHERE HUNDREDS OF CARLOADS OF PLACER COUNTY FRUIT ARE EACH DAY PRE-COOLED AND ICED FOR SHIPMENT EAST

Fruit of all kinds, together with hay, grain and alfalfa, is left in the fields without the least danger of damage by rains and the sun drying of fruits and raisins is only a matter of laying it out on wooden trays and allowing every-day sun to do the work. The nights are always cool and pleasant and a blanket is needed almost every summer night. A welcome characteristic of the summer climate is the extremely low humidity, which means a warm, dry atmosphere that is never oppressive. Sunstroke, because of the lack of moisture in the air, is almost unknown.

As a year-around climate for both work and recreation that of Placer County is not excelled. It is beautiful, invigorating and enjoyable and lends itself perfectly to the greatest possible production of man power as well as plant power.

#### THERE IS NO TRANSPORTATION PROBLEM IN PLACER COUNTY

Placer County enjoys transportation facilities of more than ordinary merit. Extending its entire length, from Roseville to its eastern end, is the main Ogden line of the Southern Pacific, which gives frequent passenger and freight service to Sacramento and San Francisco or to all Eastern points. At Roseville the coast line to Portland leaves the Ogden line and passes through Placer County for twenty miles and gives ample transportation facilities to the western end of the county. At Truckee the Lake Tahoe Railway & Transportation Company connects with the main Southern Pacific lines with a road about 15 miles in length that runs to Lake Tahoe and its world-famous resorts.

The Western Pacific Railroad, which passes through the southwestern end of the county, is planning to build a branch

from Sacramento to reach the rich fruit belt of Placer County that lies between Roseville and Auburn. When this branch has been completed it will give a second transcontinental railroad which will be available for Placer County shippers.

Automobile stage lines and freight trucks operate several times daily between the larger towns of the county direct with Sacramento, where connections may be made with electric railways and steamboats for San Francisco or San Joaquin Valley points. Connections are made at Sacramento for the palatial steamers that go to San Francisco via the Sacramento River over the famous Netherlands Route, one of the most fascinating water trips of the West. During the shipping season whole trains of Placer County fruit are made up at the different shipping points, such as Roseville, Loomis, Penryn, Newcastle, Auburn, Colfax, Dutch Flat, Towle and Bowman, and started on their way to Eastern markets. No delay is occasioned through sending the fruit over branch lines, but the trains are made up and iced right alongside of the main-line track and are traveling eastward within a very few hours from the time that the fruit is picked from the trees. Its position on the main through line unquestionably gives Placer County a marked advantage and is one of the factors that enters strongly into the high place that this county now holds in the production and shipment of one-third of the fresh deciduous fruits that are annually shipped from California to the East.

During the last few years much headway has been made in the building of concrete highways, and plans are now under way for extending them throughout the most heavily traveled districts of the county. A concrete highway from Roseville to Auburn has just been completed, which gives a highway





THIS IS ONLY ONE OF MANY THOUSANDS OF SIMILAR FRUIT PICKING SCENES

from the county seat to San Diego on the extreme southern part of the state, and to Red Bluff on the north. Sacramento is only one and one-half hours from Auburn by automobile and the drive to San Francisco from Auburn is made in six or seven hours. From Roseville the State Highway goes north on the east side of the Sacramento Valley and passes for some twenty miles through the western end of the county.

Eastward from Auburn there is an excellent dirt and gravel road that leads over the summit of the mountains to Lake Tahoe and to Reno. This is one of the most picturesque mountain roads to be found anywhere in America. It passes through a summer resort district that is without parallel and that is rapidly becoming recognized as the playground of the Pacific Coast. Lake Tahoe is accepted as the most beautiful lake in the world and each year many thousands of people spend their vacations in this wonderland. Thousands of tourists from the East with quite a goodly number from Europe each year come to this famous lake, and it is becoming recognized as the most beautifully fascinating region on the American continent.

#### NATURE'S PREMIER PLAYGROUND

More and more is Placer County becoming accepted as one of the greatest playgrounds, tourist centers and vacation lands of the West. Every summer finds thousands of people, mostly from the cities of the Coast and the great interior valley of California, spending their vacations at the many resorts that abound or in camping among the pines. A considerable portion of Lake Tahoe, that most beautiful of all mountain lakes that lies at an elevation of over 6000 feet in the heart of the

Sierras, is located in Placer County. The border of the lake is lined with resorts of all kinds, from those of the highest class tourist hotels to some where a family may rent a furnished cottage or tent and spend a vacation at a minimum expense. Lake Tahoe is no doubt the most popular summer resort region of the West and from soon after the melting of snow in the spring until it comes again in the fall, the hotels and resorts are crowded to capacity. Besides the resorts, there are many private summer camps that look out over the lake, and some of these are palatial in their setting and improvements.

Trout fishing in Lake Tahoe is one of the most fascinating of all outdoor sports. It is, of course, deep-water fishing and the trout are of large size and gamey.

The boat ride around the lake is a delightful outing. Many of the hotels, as well as individuals, keep private launches for picnic and fishing parties. A fast and splendidly equipped steamer makes the 72 miles around the lake, stopping at the various resorts, in six hours and affords the most enjoyable means of viewing the wonders of Lake Tahoe.

Extending back from Lake Tahoe for many miles in every direction is a mountain country of rare charm. It is said that there are nearly 100 smaller lakes scattered throughout the district, but all of them are comparatively close to Lake Tahoe. These lakes, together with numerous streams and a mountainous country that is quite generally referred to as "The Switzerland of America," comprise a summer resort district that is not excelled by any other on the American continent.

Here one finds a summer climate that is veritably made to order. Just read the following figures of the mean maximum summer temperatures at Lake Tahoe: June 68 degrees, July



80 degrees, August 81 degrees, September 78 degrees. And this is the pure air of the pines. Then think of the mean minimum of June 48 degrees, July 50 degrees, August 52 degrees, September 42 degrees. Could any temperatures be more inviting?

At Colfax is found the beginning of the summer outing country. From there, clear through to the Nevada line and Lake Tahoe, is a mingling of mountains, lakes and rivers that is not surpassed by any other region of the West. Words fail in an attempt to describe the beauties and attractions of this vast area.

To the autoist who carries his abode on the running boards or on a trailer this region will be found a veritable paradise. Delightful camping spots beside a running stream, where a mess of trout may be caught for any or every meal, are to be found almost anywhere. No summer rains mar the trip. Every day is clear and warm in the afternoon, with the nights a little crisp. And after the deer season is open a fat buck may be the reward for vigilance, as these elusive animals roam the mountains in large numbers.

#### THE COLFAX SECTION

What is designated as the eastern Placer County section is that portion of the country ranging from Clipper Gap to the Summit of the Sierra Nevada Mountains. One may, for the sake of convenience, imagine he is traveling from the East to the West; in other words, from Ogden to San Francisco. He is now at the Summit, whose towering peaks reach an elevation of 7500 feet, from which point is obtainable a view as grand and awe-inspiring as any to be found in the world. The section between the Summit and Emigrant Gap is given over to mining, lumbering and pasturing. It is the home of the trout and feeding place of the fallow deer. Leaving Emigrant Gap one begins to get vistas of vineyards and orchards as he is getting into the apple and pear section. Each turn in the road gives a view of orchard and homes, and where the hills break apart a view of the north fork of the American River is obtained, running in what seems to be a silver thread, a thousand feet and more below the level of the railroad track. Colfax is a town of about 1000 population, whose homes cling to the hillsides; painted mostly in white, they form a pleasing contrast to the green of the ground and pines of the sky-line. Colfax is located in a little valley in the foothills. It is noted for its unsurpassed climate, where many seek quiet and rest among the surrounding pines. The city is on the main line of the Southern Pacific at an elevation of 2400 feet and is the junction for the Nevada County Narrow Gauge Railroad, running to Grass Valley and Nevada City. The city has good hotels, garages, business houses and churches. While fruit of nearly every variety can be raised in this vicinity, the Bartlett pear predominates. The iron in the formation, together with the sunshine, gives to the Bartlett that rich color entitling it to the name of RED-CHEEKED BARTLETT. Local climatic conditions mature the Bartlett in this section at a time just after the valley fruit has been marketed and just before the fruit from Oregon and Washington becomes marketable. This feature obtains for the Colfax district an ex-

clusive market, consequently the highest prices are brought in the Eastern cities, where the fruit is all shipped. Here one finds three fruit-shipping houses, shipments from the immediate vicinity amounting to from 125 to 150 cars annually. Not only does the Bartlett pear reach pre-eminence throughout this section, but the same can be said of the Hungarian, Tragedy and Grand Duke plums and the Flaming Tokay grapes.

#### BOWMAN

A few miles above Auburn is a town in the making. Here again fruit is making its presence felt, and where a few years ago there was only a spur track for the accommodation of a few scattered orchardists, a town has sprung up as a result of increased planting of trees.

This is the largest strawberry district of Placer County and it is the immense shipments from Bowman that have recently brought this county to the front as one of the largest shippers of strawberries in California. Large quantities of blackberries, loganberries and raspberries are also grown here and this section has proven its peculiar adaptability to the production of great quantities of berries of the finest flavor as well as of superior shipping qualities. All of these mountain berries are noted for their beautiful color, due, undoubtedly, to the great iron content of the soil and clear days.

#### AUBURN

Auburn, the county seat of Placer County, is a city that almost rests upon seven hills at an elevation of 1400 feet, with clear invigorating air, magnificent scenery and a setting of supreme beauty. It is unrivaled as a place of residence. From its many hills may be seen stretching for hundreds of miles on the eastern horizon, the snow-clad Sierras, and on the west, the foothill fruit belt of Placer County, the attractiveness of which has been described.

Auburn is above all else a home city. Wide lawns, banked by flowers of every hue, give an approach to homes that the visitor will long remember. The population of Auburn is 2600, and it is the business center and fitting-out place for the lumber camps and mines, and a junction point for the Mountain Quarries Company with its million-dollar plant and railway. It has banks, two newspapers, splendid hotels, department stores and a large number of other business establishments. The Union High School is one of the finest public buildings in the county.

The deciduous fruit industry is increasing around Auburn, with a result that it is rapidly coming to the front as a packing and shipping point. Several large packing houses recently built here are the most modern in existence.

A feature that has much to do with Auburn's growth is its well-nigh perfect climate. The average temperature for winter is 46.9 degrees, summer 74.5 degrees and fall 64.3 degrees.

#### NEWCASTLE

This is the largest point in the State of California and probably in the world for the shipment of fresh deciduous fruits. In the neighborhood of 2000 carloads of peaches, pears, plums, cherries and apricots, or from 60 to 75 trainloads leave





LARGE, ROOMY AND "COMFY" COUNTRY HOMES BESPEAK A PROSPEROUS AND CONTENTED PEOPLE

Newcastle each picking season. Some of the largest fruit packing and shipping establishments in the West are located here, and when the fruit season is at its height the scene on the streets of this town is one of intense activity. Trucks and wagons loaded with boxes packed high with fruit wait in line to deposit their load upon the packing-house floor. Carload after carload of fruit is quickly whisked away, and each twenty-four hours sees a vast wealth of orchard products handled through Newcastle.

#### PENRYN

Here is a town that with Newcastle on the east and Loomis on the west, derives its support from the deciduous fruit belt. Several large fruit-packing houses handle the large quantities of fresh deciduous and citrus fruits that are shipped from this place. The population is about 600.

Close to this town are the largest citrus orchards of Placer County and the splendid condition of the trees together with the abundant yields and big profits prove conclusively that this is a citrus fruit district fully equal to the best. One great and overshadowing advantage of this territory lies in the extreme early ripening of the Placer County oranges, which puts

them in the markets from six to eight weeks earlier than the Southern California crop. This means an open market during the height of the holiday season, when oranges bring their highest price. This increased price, made possible because of the early ripening of even fifty cents or a dollar a box means an added income of several hundred dollars per acre to the grower.

#### LOOMIS

At this town one leaves the lower edge of the immense fruit belt. Here one finds vast orchards of peaches, plums, cherries, apricots and prunes, which belong to the most valuable fruit crops of California. This district reaches for several miles both south and east of Loomis.

This is a progressive town and has necessary business houses that are required to serve the needs of the orchardists. Several fruit-packing and shipping plants give employment during the harvest season to a large number of workers. It is the second largest fresh deciduous fruit-shipping point in Placer County and also has several large nurseries.

Carnations grown in the Loomis section are admittedly the largest and most beautiful produced in the United States.





A GLIMPSE OF LAKE TAHOE—UNEQUALED FOR SCENIC BEAUTY, TROUT FISHING AND "OUTDOORING"

Several large hot-houses produce carnations that are shipped to New York and used almost exclusively to adorn the banquet tables of Wall Street magnates. The growing of carnations is such a successful and profitable industry that it is expanding rapidly.

Here will be found some of the largest and most modern poultry plants in California. The cackle of many thousands of hens carries a song of certain profit.

Although the fig industry, now one of the most important of the many branches of fruit growing in this state, originated at Loomis, it has only been within the last few years that the fig has here come into its own. In the neighborhood of a half century ago the first Smyrna fig trees in the state to be treated with the blastophaga, were grown near here. Before the importation of these flies from Smyrna the Smyrna fig had been a failure in this country. With the demonstration that this remarkable fig could be successfully grown with the aid of the blastophaga, the raising of Smyrna figs was placed on a stable basis. These figs do remarkably well in and around Loomis and because of the very high profits derived from these trees give promise of becoming an exceedingly important industry.

It has a beautiful setting on a knoll overlooking the magnificent orchards that stretch away for miles in every direction.

Loomis is rapidly becoming the center of the nursery industry of the state. It has been definitely determined that the soil and climatic conditions of the foothill fruit district are better for nurseries than any other part of California. No less an authority than George C. Roeding, the recognized authority on nursery stock, has unqualifiedly endorsed this

part of Placer County as being the best location in the West for the propagation of all varieties and kinds of plants, trees and shrubs. The demand for Placer County grown nursery stock is nation wide.

#### ROCKLIN

Here is quarried quantities of the finest building granite to be found in all of the Western country. Practically all of the public buildings of Placer County are constructed of this superior granite and large amounts are shipped to all parts of the state.

Negotiations have just been completed for the immediate establishment of a large fuse plant which will cover the 35 acres which have been purchased for this industry. It is expected that this will give employment to a considerable number of men.

Rocklin is just in the beginning of the foothills, where they meet the great interior valley of California. Reaching away for several miles are table lands that are considered among the best sheep ranges of the state. These table lands are almost entirely winter and spring grazing grounds and many thousands of sheep may be seen roaming this territory.

Poultry is being developed here to a considerable extent and will soon become a major industry. It is figured that a laying hen will clear from \$1.50 to \$2.50 per year.

The growing of hay and grain has long been of large importance around Rocklin, but is feeling the steady development of other industries.

#### ROSEVILLE

Roseville has recently come to the front as the largest city of Placer County and is known as one of the great rail-





ONE OF THE WONDERFUL VIEWS OF THE AMERICAN RIVER CANYON ADJACENT TO THE PLACER COUNTY ROUTE TO LAKE TAHOE

road centers of the West. It is the junction point of the Ogden Overland Route, and the Oregon Route of the Southern Pacific. From a population of only a few hundred, ten or twelve years ago, it has grown to a city of 4700. Roseville is the assembling and distributing point for all freight shipped East or North over the Southern Pacific Company lines. As a natural sequence, immense machine shops which turn out everything needed in the building of freight cars with the exception of a few castings are now built at this point. Plans are now under way for rushing this work more than ever before, because of the unusual need of freight cars. From 400 to 600 men are employed in addition to the large numbers who work in and around the round houses and engineers, conductors and brakemen, who navigate the immense freight trains of from 40 to 60 cars "over the hill," as the route through Placer County is familiarly known. Needless to say, this development has brought with it a large increase in all business houses and the building of new homes on a very extensive scale.

The fruits grown around Roseville consist mostly of almonds, grapes, prunes and figs. Alfalfa does particularly well in the bottom lands along the several streams that flow down from the Sierra Nevada Mountains.

One of the largest industrial enterprises in Roseville is the Pre-Cooling Plant, where great quantities of ice are manufactured for use in cooling the cars of fruit that are shipped to Eastern points. The fruit is put into pre-cooled cars and so packed with ice that it remains at an even temperature during its long journey to the markets of the East. This insures its reaching its destination in absolutely perfect condition so that

those who partake of Placer County fruits in their homes many thousands of miles away, enjoy the same luscious flavors that they would find if they had picked it from the sun-kissed orchards of Placer County.

### LINCOLN

Nine miles north of Roseville and situated on the main Portland line of the Southern Pacific and on the State Highway is found this thriving town of 1500 people. This place is best known because of the large deposit of potter's clay, one of the most extensive on the Coast, that exists on the outskirts of the town. This clay is of unusual quality and has given to Lincoln the name of the "Clay City." Here is located the largest plant of its kind west of Chicago. All kinds of sewer pipe, tiling, terra cotta for chimneys, lining partitions of every description, flower pots, pressed brick and the finest and most elaborate designs of architectural terra cotta are produced in this plant. Several hundred men are employed the year around.

In addition to the manufacture of this large number of clay products, another concern, which owns a large deposit of fine clays, makes a specialty of shipping and supplying clay to potters throughout the Pacific Coast.

Both of these industries are growing rapidly. It is practically impossible to fill the unusual demand for the products of these two companies, and they are now accepted as producing a product of the highest possible standard.

All lines of business are well represented in Lincoln, and it is a trading center for a large territory that is now experiencing





ALL KINDS OF CLAY PRODUCTS ARE MADE IN THIS PLANT AND SHIPPED THROUGHOUT THE PACIFIC COAST

considerable development. Grain and hay has ranked as the most valuable products, although fruit has been grown for fifty years with splendid success throughout the entire district. The last two years have witnessed a considerable planting of rice, which does particularly well upon certain types of clay soils to the south and west of the town. The Lincoln district is given over to diversified farming more than any other portion of the county. A wide range of products are responsible for an exceedingly successful agricultural industry and splendid profits. Hog raising is an exceedingly profitable branch of the stock business in this section, and poultry seems to be coming into its own. Turkeys are responsible for many fat bank accounts.

A large fruit cannery, the only one so far in the county, gives employment to 250 people during the fruit season.

Nestled in the foothills of the Sierras, a short distance east of Lincoln, are the Orangevale, Fruitvale, Gold Hill and Mt. Pleasant fruit districts. The Orangevale district has an exceptionally fine area of deciduous fruit orchards, and also boasts one of the largest nurseries in the state. Gold Hill, which derives its name from early days when it was once a famous mining district, is now given over largely to orchards. The Mt. Pleasant district not only has many fine deciduous fruit orchards, but is also one of the best citrus belts in the northern country.

#### SHERIDAN

Eight miles north of Lincoln, also on the main Portland railroad and on the State Highway, is Sheridan, a town of 200 people. In common with the other sections of western Placer County, the district around Sheridan is showing more than usual development. General farming, fruit, dairy and poultry

are basic industries that may always be relied upon to maintain a prosperous community. The foothill section, a short distance east of Sheridan, contains some exceptionally fine fruit land.

Rice is a new crop in this district, several hundred acres having been planted in 1919. The crop was large, averaging close to 40 sacks per acre, which assures a satisfactory profit.

Grain and hay are raised extensively throughout this area.

#### FOREST HILL DIVIDE DISTRICT

At the junction of the north and middle forks of the American River, two miles east of Auburn and between these streams, begins a famous mountain ridge known as the Forest Hill Divide. It rises abruptly from the river's edge to a height of 1400 feet and soon spreads out to a plateau some 14 miles in extent at its widest point. The divide embraces 50,000 acres of rich farming land that has tremendous possibilities for development as an orchard district. It is now, however, best known for its mineral wealth, gold mines being exceedingly extensive and having produced upwards of \$60,000,000 of the precious metal. From the mines at Forest Hill, within a radius of four miles of the town, \$35,750,000 has been taken out, of which \$10,000,000 was mined from within a half mile of the post office, with another \$1,500,000 being taken from a patch of ground on the Jersey Claim, 800 feet long and 300 feet wide. The Placer mines of Iowa Hill, another town of the Divide, add another \$10,000,000 to the gold extracted from the ground.

In addition to gold, other valuable minerals, among them being graphite, chrome, magnesite, manganese and zinc, are found in this rich country. A particularly large deposit of



magnesia is being worked near Iowa Hill, and large deposits of asbestos exist at Giant Gap. Verde-antique marble and some other rare ornamental stones are found in the western part of the Divide. Beds of clay, some of which will eventually be of great commercial value, and including porcelain, plastic, potters' and fire clay are found in beds in many parts of this district. In the western part of the Divide is a large body of the purest limestone.

The inducements for farming on the Forest Hill Divide are many. This is a district that offers exceptional opportunities for the man of small means. Here is splendid land, abundant water, quantities of timber and a nearly perfect climate.

California's latest cherries, that frequently ripen as late as September, come from the Forest Hill Divide. Coming on to the markets at this time, these late cherries are a curiosity and bring a top-notch price.

### PEACHES

As indicated in several other places, peaches hold first place both as regards acreage and the amount of fruit raised and shipped out of Placer County. Because of the superior quality, which includes flavor, color and size, and the exceptional shipping quality of the peaches grown in the foothill section of Placer County, a very large portion of the product is marketed in the green state. This means that it is packed in boxes and usually with each individual peach wrapped in paper. These boxes are loaded on to specially built freight cars that have been previously pre-cooled at the big icing plant at Roseville, preparatory for their 3000-mile trip to the markets throughout the eastern portion of the United States. This method gives positive assurance that the fruit will reach its destination and go into the hands of the consumer in as good condition as when picked from the trees.

Preference is given to the Triumph, Crawford, Tuscan, Elberta, Lovell, Levi and Phillips clings. Prices ranged in 1919 anywhere from \$100 to \$150 per ton on board cars at any shipping point.

A peach tree comes into bearing the fourth year after planting. It is usually estimated that the first year's crop will a little more than pay for the cost of production; and the second crop, which comes the fifth year from planting, will yield a liberal profit. The average production is probably in the neighborhood of eight tons per acre per year. On the basis of the price received for peaches at, say, \$125 per ton, it will be seen that the gross returns are very high. Differences in cost of production, which vary with each grower, cover so wide a range that it would be misleading to give any definite figure as representing what it would actually cost to grow a ton of peaches. It is reasonable to say, however, that the cost of production will run anywhere from 40 to 50 per cent of the sale price, which leaves a splendid net profit.

Irrigation is practised throughout the entire deciduous fruit belt of Placer County. Water is supplied by a ditch system owned and operated by the Pacific Gas & Electric Company, the largest public service corporation in the State of California. Growers pay on an average of \$7.00 per acre per year for water for irrigation, which includes delivery to their

land. A great many growers now follow the practice of installing a pipe system on their lands, so that they have only to turn a faucet to get their water.

Very little of the Placer County peach crop is dried. Practically the entire crop is marketed in the fresh state with the cling peaches going to the canneries.

### PEARS

The northern part of California, and particularly Placer County, is rapidly taking its place as the home of the Bartlett pear. In this county pears are produced to a very large extent and rank next to plums in tonnage and valuation. The pear is suited to a wide range of conditions: it thrives well on the low valley lands where there is a sufficient amount of moisture and also does well up to an elevation of 3500 feet in the mountains.

It has been demonstrated in Placer County that the pears grown at an elevation of from 1500 to 2500 feet ripen late in the season after all others have gone and have practically no competition in the markets of the country. This section also produces a pear of an exceedingly rosy complexion, so highly colored, in fact, that the product of this region is becoming known and accepted as representative of a particular type. No finer shipping pear is grown in all the world than the Bartlett raised in the foothills of Placer County. The large iron content of the soil and the orchards protected from fogs and winds is responsible for a fruit that excels all others.

The Bartlett pear is grown exclusively and practically the entire output is shipped East. A very great advantage of the pear lies in its three-fold utility: it can be shipped fresh throughout the American continent or it can be dried or shipped to the canneries, who are always ready to pay a fancy price for this product.

An acre of full-bearing pear trees should average six to eight tons of fruit per year, and the prevailing price in 1919 was from \$2.00 to \$2.50 per box of fifty pounds, F. O. B. shipping point, or \$80.00 per ton when sold to the canneries. A fair figure on the cost of production is from 20 to 30 per cent of the selling price.

### PLUMS

Coming as a close second, plums are each year taking a more important place in the fruit industry of Placer County. Plums are grown over a wide range of territory and do well on the valley plain and in the lower portions of the mountains, as well as throughout the foothill district. Like the peach, the greater portion of the crop is shipped fresh to Eastern markets.

Many varieties are grown, which include the Giant, Kelsey, Tragedy, Beauty, Santa Rosa, Wisham, Gaviota, Satsuma, Formosa, Hungarian, Burbank, Grand Duke, President, Duarte and the Diamond. All of these plums are adapted to shipment in the fresh state or for canning purposes.

Prices range around \$1.25 per crate of 25 pounds at point of shipment. An acre of plums should produce 500 crates of fruit per year, but frequent records are on file much in excess of these figures.

The same general growing conditions apply to the plum as to the peach. Irrigation is followed in all cases.



## CHERRIES

Here again the foothill district of Placer County comes to the front. Because of the great amount of work involved in picking and packing this fruit, there are few large orchards, but almost every orchardist has a few acres of these valuable trees.

Varieties include Tartarian, Lambert, Bing, Burbank, Black Oregon and Royal, most of which ripen fairly early and produce a very luscious fruit of large size and rich color. A single tree is frequently known to produce several hundred pounds of cherries that now sell around 15 cents per pound. There is a large Eastern demand for cherries, which insures a market at fancy prices for all that can be produced for many years to come.

Placer County produces both the earliest and latest cherries. The first to be shipped to the Eastern markets are usually grown in the great foothill fruit belt, while the last come from the Forest Hill Divide.

## GRAPES

Table grapes have for many years been grown with great success, the Flaming Tokay, Cornishon, Muscat and Emperor are the most generally known varieties. The Tokay of Placer County grows in a large well-shaped bunch, and the individual grapes are very highly colored—a feature which is much valued by the trade and is a big influence on the prices received by the growers. The Cornishon and Emperor are both late varieties that ripen in the fall and that reach the Eastern markets long after most other grapes are gone. Muscats are used both as a drying grape and for shipment in the fresh state.

## BERRIES

Berries of all varieties do particularly well, but the Placer Dollar strawberry, Klondyke and Banner are in a class all their own. They have an exceedingly fine flavor and a firmness that will permit long-distance shipment that no other varieties will begin to stand. Thousands of crates per year are shipped from Loomis, Bowman, Penryn and Newcastle, which bring in the neighborhood of \$1.00 or \$1.50 per crate, weighing 17 pounds each. A very common practice is to plant rows of strawberries in between the rows of young trees so that the land yields an immediate return, frequently amounting to several hundred dollars per acre, while the young trees are coming to maturity.

During the season of 1919 Placer County took its place as one of the largest producers of strawberries in the State of California.

## CITRUS FRUITS

Citrus fruits are grown best around the 500-foot elevation and the success which has followed the introduction of the orange into this territory has demonstrated beyond all doubt that the foothills of Placer County produce an orange of rare size and flavor and that ripens extremely early. Placer County oranges are from six weeks to two months earlier than those of Southern California, an advantage which is worth a great deal to the grower, as it gives him an early and open market and correspondingly high prices.

Lemons and pomelos, or grape fruit, do fully as well as oranges.

Near Newcastle there are several orchards of persimmon trees which are money makers. As a general rule persimmons are grown on a few scattered trees but here are orchards that have become well known because of the quality of their product and their size. These orchards are among the largest in the West.

## OLIVES

Olives in California date back to the days of the Padres, who brought cuttings from Spain and Italy and planted them near the missions, which were the foundation of the early history in this state.

The Mission variety is mostly grown, and an acre should produce three or four tons of fruit per year, which now sell at from \$150 to \$200 per ton. The olives are used for pickling, both green and ripe, and for the making of olive oil. There are several quite extensive olive orchards in Placer County, several of which have become famous for their product. The manufacture of oil and the pickling of olives is an important industry and represents a value of several hundred thousand dollars per year.

## SHEEP—HOGS—CATTLE

The foothills and mountain districts of the county that are not given over to orchards constitute some of the best grazing and pasture land to be found anywhere in the West. Practically all of the mountain districts are included in the Forest Reserves, and the general practice is to drive the cattle and sheep to the mountains for summer pasture and when the winter comes on, drive them back into the foothills. This plan enables the stockmen to maintain first-class pasturage at a minimum of expense.

Scattered in small bands throughout the county are a considerable number, probably a few thousand Angora goats.

Each and every orchardist keeps a few hogs to eat up the refuse fruit. Probably the largest band consists of 200 thoroughbreds, although there are several other raisers who have nearly as many. In the aggregate, hogs are an exceedingly important product of Placer County, because a few owned by each of the hundreds of orchardists and farmers totals a large number.

## HAY AND GRAIN

From the very earliest days Placer County has produced large quantities of wheat, oats, barley and hay. Practically every farmer and orchardist raises hay for his own use, but on the level portion of the county that lies in the Sacramento Valley a considerable number of large farms are still devoted almost exclusively to grain and hay. Wheat and oats predominate, as a general rule.

## LUMBER

Lumber represents a wealth of vast importance in Placer County. Practically the entire mountain area is covered with forests of sugar pine, white and yellow pine and fir. Thousands of acres of magnificent timber, as fine as any in the West, are found throughout the mountain sections.





PLACER COUNTY IS RICH IN TIMBER RESOURCES THAT OFFER A SPLENDID OPPORTUNITY FOR DEVELOPMENT

There can be no doubt that Placer County offers a great opportunity for the development of its lumbering resources. This will require the investment of considerable capital but its extensive forests of magnificent timber are undoubtedly sufficient to fully justify any investment that may be necessary.

### MINERALS

Placer County is rich in mineral resources and needs only the stimulus of capital and enterprising men to develop its latent resources. This applies to practically every form of mining that is followed within the county. In the middle fifties, with an estimated annual production of over \$6,000,000 in gold, this county produced nearly one-tenth of all the yellow metal taken from the entire state. The decrease has been gradual until the annual production of all metals is now in the neighborhood of \$1,000,000. It is estimated that there are now one hundred and thirty-five properties in the county that are being worked or having assessment work done. These are

distributed as follows: 40 quartz, 44 drift, 15 placer, 3 dredge, 3 hydraulic, 1 asbestos, 2 chrome, 2 clay, 3 copper, 20 granite and 2 magnesite. A revival of interest in mining is now under way and many of the old properties are now being leased and worked. The industry is now confined principally to the production of gold, silver, copper, lead and stone. Gold is the most valuable, while silver and lead are derived from the refining of the gold and copper. Granite is quarried extensively in the region around Rocklin and furnishes building stone, monumental and paving blocks of excellent quality. Large deposits of chrysolite are said to exist in and around the serpentine areas of Placer County. Sand and clay, suitable for brick, terra-cotta, tile, etc., underlie a considerable territory in the region about Lincoln. Other deposits of clay have been reported in the regions of Dutch Flat and Shady Run, and the Rich Flats out of Auburn, which will at some time be developed. A copper property of considerable value has been developed on land south of the Bear River. This mine was





HERE IS SHOWN THE HEALTHY, VIGOROUS ROOT GROWTH OF YOUNG TREES GROWN IN PLACER COUNTY NURSERIES

originally worked for gold and silver, but at a depth of eighty-five feet sulphides were encountered, with occasional small gold values.

Gold and silver in Placer County occur in quartz veins and gravels. Quartz veins appear in a considerable area east of Weimar and continue unbroken northward of Colfax. Gold in gravel deposits was originally washed into quartz veins during the process of erosion. These ancient gravel channels have been worked successfully and undoubtedly hold great profit for those who intelligently mine these ancient channels.

Considerable placer mining is carried on along the rivers in Placer County. Some of these miners work on claims owned by others and pay a royalty, while some work independently and prospect wherever the gravel pans favorably.

Dredging is conducted along the Middle Fork of the American River and in Auburn Ravine. Large deposits of gravel in the Bear River await practical means for working them.

#### A SUPERIOR NURSERY DISTRICT

It has been amply demonstrated that the great fruit belt extending throughout the rolling foothill region of the county is superior to any other section of the West for the propagation and growth of nursery stock.

Nearly twenty different nurseries are now producing several millions of trees annually, which are shipped throughout the entire Pacific Coast country. Both the deciduous and citrus nursery stock grown in this district possesses a generous and sturdy root system that is the delight and admiration of

every grower. The young trees produced in the nurseries of Placer County are large, vigorous and entirely free from disease. A comparison of the nursery stock grown in Placer County with that of any other section is said by experts to show a very decided advantage for the local product.

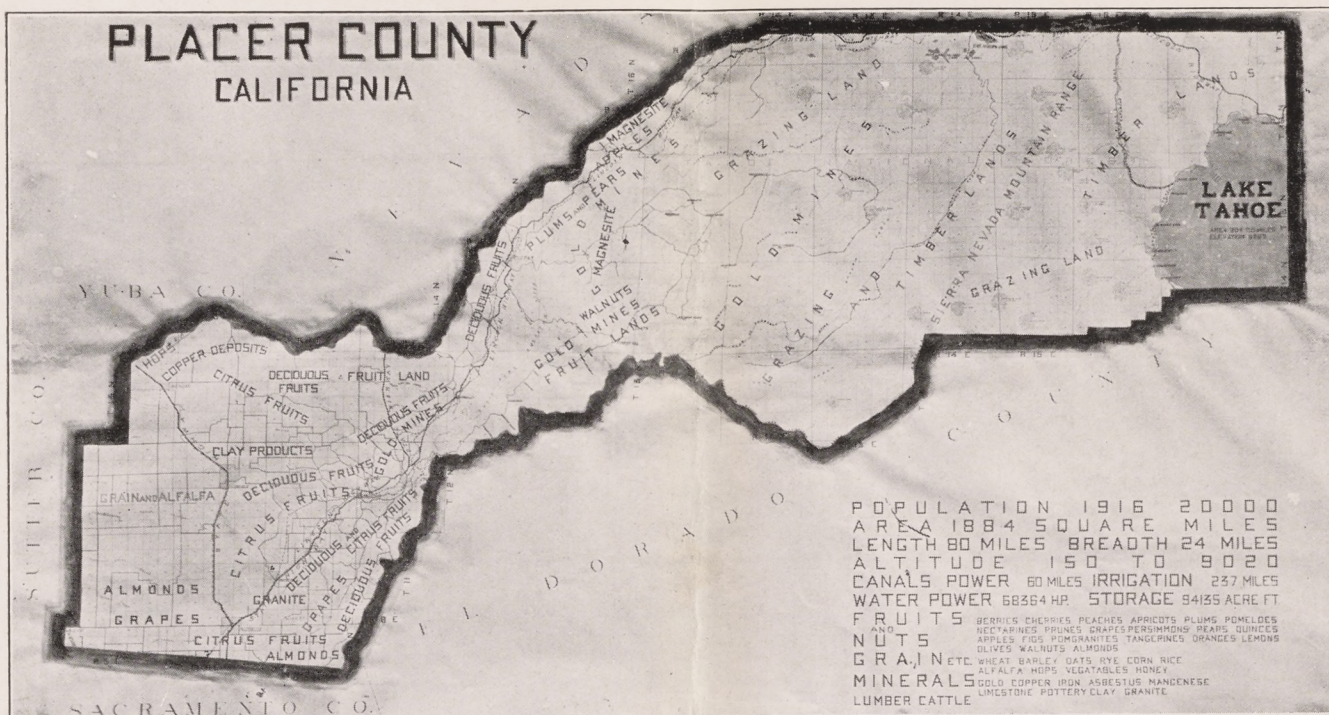
This has led to a strong demand for Placer County nursery stock, which is increasing with each season. Undoubtedly the superiority of the product of the Placer County nurseries is due to the soil and climate peculiarities of the fruit belt. The soil, experts report, is of decomposed granite with a high iron content, which, over a period of sixty years, has fully demonstrated its remarkable ability to grow deciduous and citrus fruit trees of great strength and productive abilities. A kindly climate where neither excessive heat nor cold may weaken the young tree's growth, is responsible for its share of the credit that comes to this splendid fruit section.

Those who contemplate planting an orchard or vineyard should by all means specify Placer County nursery-grown stock.

#### A WORD IN CONCLUSION

All of the larger towns of the county maintain progressive commercial organizations devoted to the upbuilding of their respective communities. The Placer County Chamber of Commerce is an organization representing the industrial, financial and commercial interests of the county for the purpose of developing its great latent resources and assisting legitimate business and industry throughout the entire length and breadth of Placer County. The civic organizations of





A MAP OF CALIFORNIA AND ITS COUNTIES WILL SHOW PLACER COUNTY'S STRONG GEOGRAPHICAL POSITION IN THE STATE

the county are particularly pleased to assist those who desire further information on the opportunities and resources of the towns and surrounding country, as well as the entire county.

Ten women's organizations represent as many different communities and are federated under the name of Placer County Federation of Women's Clubs, and the Farm Bureau has organized centers in the leading rural districts.

Letters of inquiry addressed to any of the following organizations will receive prompt, courteous and painstaking attention:

- The Placer County Chamber of Commerce,  
Roseville, California.
- Auburn Commercial Club,  
Auburn, California.
- Roseville Industrial Club,  
Roseville, California.
- Lincoln Chamber of Commerce,  
Lincoln, California.
- Colfax Board of Trade,  
Colfax, California.

This folder is issued under the authority of the Placer County Board of Supervisors and the Placer County Chamber of Commerce. Each and every statement contained herein is based upon fact and all assertions have been under-estimated rather than over-estimated.

To those who come to Placer County to engage in any of the many branches of horticulture or agriculture, the advice and assistance of the County Horticultural Commissioner and the County Farm Adviser can be had for the asking. Experts in all matters pertaining to the growing of fruit, general farming and livestock, these public officials can be of inestimable value to those who come to make their home in the county. No one should engage in tilling of the soil without taking advantage of the valuable help which these officials are always glad to give.

When you come to Placer County do not fail to look up the officers of the commercial organizations. They represent a civic spirit of helpfulness and co-operation which means much to the stranger within our gates.

Board of Supervisors of Placer County,  
Auburn, California.

Placer County Chamber of Commerce,  
Roseville, California.

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The Gateway County  
of the Golden State

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